

(Regulations of the Fair Political Practices Commission, Title 2, Division 6, California Code of Regulations.)

§ 18450.1. Definitions. Advertisement Disclosure.

(a) An advertisement as defined in Government Code section 84501 includes but is not limited to the following:

- (1) Programming received by a television or radio;
- (2) A communication as described in subdivision (a) of Government Code section 84501 that is placed in a newspaper, periodical, or magazine of general circulation;
- (3) A telephone or facsimile message that is not solicited by the recipient and is intended for delivery in substantially similar form to 200 or more households;
- (4) A direct mailing that is not solicited by the recipient and is intended for delivery in substantially similar form to 200 or more households;
- (5) Posters, door hangers, and yard signs produced in quantities of 200 or more;
- (6) A billboard;
- (7) Campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square inches or larger produced in quantities of 200 or more.

(b) In addition to the exempted communications in subdivision (b) of Government Code section 84501, the following are not an "advertisement":

- (1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures required by Government Code sections 84503, 84506 and 84507 cannot be conveniently printed or displayed, wearing apparel, and skywriting;
- (2) A communication from an organization to its members, other than a communication from a political party to its members;

(3) A web-based or Internet-based communication.

Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502, 84503, 84504, 84505, 84506, 84507, 84508, 84509, 84510 and 84511, Government Code.

HISTORY

1. New section filed 7-31-2002; operative 7-31-2002 pursuant to Government Code section 11343.4 (Register 2002, No. 31).